Specification

Amended: 5/13/2008

(a) TITLE OF THE INVENTION

Market share forecasting for businesses selling products or services to other businesses (non-consumer markets)

(b) CROSS-REFERENCE TO RELATED APPLICATIONS

Not Applicable

(c) STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT

Not Applicable

(d) THE NAMES OF THE PARTIES TO A JOINT RESEARCH AGREEMENT

Not Applicable

(e) INCORPORATION-BY-REFERENCE OF MATERIAL SUBMITTED ON A COMPACT DISC

Not Applicable

(f) BACKGROUND OF THE INVENTION

(1) Field of the Invention

The present invention relates to a method for forecasting market share that a business can expect to attain when competing in a business (non-consumer) market. More specifically, the present invention pertains to a method where the business doing a forecast can input market size data, ratings of competitive resources, and ratings of competitive market receptivity to forecast its market share in units of currency, as well as its market share and other competitors' market share, respectively as a percent of the total units of currency resulting from the sales activity of all market participants combined, during given forecast period, in a given business (non-consumer) market.

(2) Description of Related Art

No item of information contained in the information disclosure statement below was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement below was known to any individual designated in § 1.56(c) more than three months prior to the filing of the information disclosure statement of the application dated 11/05/2003.

Information Disclosure Statement:

Foreign patent documents are not applicable.

U.S. Patent Documents:

Arbabi et al.	5,461,699	10-1995
Garg	6,009,407	12-1999
Ainsbury et al.	6,078,924	06-2000
Tulskie Jr. et al.	6,249,768	06-2001
Hagen	6,415,267	07-2002

Boyd et al.	2002/0123930	09-2002
Hughes et al.	2002/0169665	11-2002
Macrae, David G.	2003/0093310	05-2003
Jennings et al.	6,606,615	08-2003
Jain et al.	2003/0195793	10-2003
Buck et al.	2004/0030592	02-2004
Boyd et al.	7,072,848	07-2006

Other References:

1. MarketShareCentral, Inc., "Market Share Forecaster", From http://www.marketshareforecaster.com, 2008, United States of America

1.(a). Screen Shot 1 - Market Share Forecaster, Home Page/Brief Introduction

1.(b) Screen Shot 2 - Market Share Forecaster, Sample Market Resources Ratings (%)

Question:	Prospective Market 1	Prospective Market 2	Our Current Market
(1) Funds Committed: Our Rating	50	75	80
Rating for Our Leading Competitor	100	10	40
(2) Development Personnel in Place: Our Rating	20	100	100
Rating for Our Leading Competitor	100	10	90
(3) Production Personnel in Place: Our Rating	20	100	100
Rating for Our Leading Competitor	100	10	90
(4) Marketing Personnel in Place: Our Rating	30	75	100
Rating for Our Leading Competitor	100	10	50
(5) Sales Personnel in Place: Our Rating	30	25	100
Rating for Our Leading Competitor	100	10	40
(6) Support Personnel in Place: Our Rating	20	25	100
Rating for Our Leading Competitor	100	10	40

1.(c). Screen Shot 3 - Market Share Forecaster, Sample Market Receptivity Ratings (%)

Question:	Prospective Market 1	Prospective Market 2	Our Current Market
(1) Market Confidence Level (In the Stability of Provider): Our Rating	85	85	95
Rating for Our Leading Competitor	95	80	85
(2) Product/Service Match to Market Needs: Our Rating	86	90	95
Rating for Our Leading Competitor	90	80	82
(3) Product/Service Name Recognition by the Target Market: Our Rating	30	25	100
Rating for Our Leading Competitor	100	10	96

1.(d). Screen Shot 4 - Market Share Forecaster, Sample Other Competitors Summary

Question:	Prospective Market 1	Prospective Market 2	Our Current Market
Number of Competitors 91-100% as Strong as Our Leading Competitor	0	2	10
Number of Competitors 81-90% as Strong as Our Leading Competitor	1	2	10
Number of All Other Competitors	2	6	20
Average Strength of All Other Competitors Compared to Our Leading Competitor (1 to 80%)	20	50	30

1.(e). Screen Shot 5 - Market Share Forecaster, Sample Results

	Market Share, Sales, Pricing Ratio		
	Prospective Market 1	Prospective Market 2	Our Current Market
Our Forecasted Market Share %	18.1%	6.2%	7.4%
Our Forecasted Sales (Market Share Dollars)	$217,200,000	$620,000,000	$370,000,000
Our Forecasted Pricing Ratio Versus Our Leading Competitor (needed to achieve our forecasted share and sales)	93%	111%	114%
Leading Competitor's Forecasted Market Share %	36.3%	12.3%	3.7%
All Other Competitors' Forecasted Market Share %	45.6%	81.5%	88.9%
Total Number of All Other Competitors	3	10	40
All Other Competitors' Average Forecasted Market Share %	15.2%	8.2%	2.2%

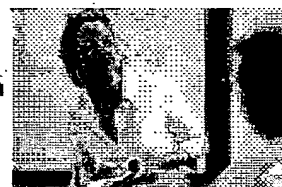| Evaluation Results ⟋ Graphs ⟋ General Info ⟋ Resources ⟋ Receptivity ⟋ Other Competitors ⟋ |

1.(f). Screen Shot 6 - Market Share Forecaster, Testimonials

Testimonials... Market Share Forecaster's Importance to Business Plans

Cliff Allen, President, Cliff Allen Consulting: "Market Share Forecaster provides an approach to forecasting sales and market share that looks at the problem in a straight-forward business-like manner. It is easy to follow, so you get a no-nonsense business plan forecast in a short amount of time. The pricing guidance is a powerful plus."

Janet Flynt, President, Safety Requirements, Inc.: "Market Share Forecaster is a very useful tool for selecting markets and allocating resources. It provides a common-sense approach to forecasting sales and share. If you need guidance with market evaluation input, the help is clear and succinct. When you are done, you are confident that you have a lucid assessment of market viability."

Bill Warner, Managing Partner, Paladin and Associates: "Market Share Forecaster provides a uniquely realistic resourced-based approach to estimating market potential in business-to-business markets. The result is a down to earth view of the market (sales, market share, and pricing levels) based on the amount of resources that a company is able to apply to achieve its marketing and sales objectives."

This first reference, Other Reference 1. above, overviews a product, a working result of the present invention, that employs an approach to forecasting based on users rating resources applied to a market and rating market receptivity to products/services offered to a market, an approach that can be understood by businesspersons in general, as they do not need to be steeped in the study of statistics in order to understand this approach. This is also the case, as by this method, users can understand how resources applied to a market can affect market receptivity to products/services and how both market resources and market receptivity can affect market share.

In contrast, the following references, 2. through 4., very briefly introduce forecasting products that employ forecasting methods that may not be understood by businesspersons in general, as these methods are based on statistical forecasting models, statistical analyses, and statistical textbook approaches that may likely be more well understood by those steeped in the study of such statistical approaches. As, for ease of use, users of these products do not necessarily need to understand the underlying statistical forecasting methods employed by these products, this effectively means that users not steeped in statistics may in general have less understanding of their resulting forecasts.

2. Business Forecast Systems, "Forecast Pro", From: http://www.forecastpro.com/products/fpfamily/XE51.html, 2008, United States of America

2.(a). Screen Shot - ForecastPro, Very Brief Introduction

With **Forecast Pro**, you provide the historic data for the items you are forecasting and **Forecast Pro** does the rest. The built-in expert selection mode analyzes your data, selects the appropriate forecasting technique and calculates the forecasts using proven statistical methods. You can collaborate with colleagues to make adjustments to the statistical forecasts and easily document and save the changes. **Forecast Pro** generates the customizable reports and graphs you need to make convincing presentations to management. Automating your forecasting and integrating your forecast results with other planning systems are straightforward tasks with **Forecast Pro.**

3. Market Modelling Limited, "Matrix", From: http://www.market-

modelling.co.uk/MATRIX/MATRIX_Overview.htm, 2008, United Kingdom

    3.(a). Screen Shot - Matrix, Very Brief Introduction

Using a combination of historical and forecast sales data,
projections about market size and 'estimates' of market
attractiveness and competitive strength, MATRIX V5 will help
to build a clearer picture of the business and its potential. It
uses simple, textbook concepts that will point towards a
more balanced product / market portfolio, lower risk
decisions, and a more profitable business.

4. The Marketing Process Company, "Marketing portfolio Planner", From:

http://www.themarketingprocessco.com/software/marketing/msm.htm, 2008, United Kingdom

    4.(a). Screen Shot - Marketing Portfolio Planner, Very Brief Introduction

Marketing Portfolio Planner software

The Marketing Portfolio Planner (MPP) software utilises Professor Malcolm McDonald's
Directional Policy Matrix to facilitate marketing portfolio analysis. The Directional Policy
Matrix (DPM) is a graphical tool for comparing investment and market allocation opportunities.
It is a plot of Market Attractiveness (the relative attractiveness of a market for investment)
against Business Strengths or strengths in market (the performance of a business in a market
judged against one of several Critical Success Factors (CSFs) for the various products and/or
markets of a company). A key feature of the DPM is that it directly compares the
opportunities offered by different markets. The program will automatically present the Matrix
so that the difference between the markets is accentuated. You can, however, instruct
Marketing Portfolio Planner to show the actual raw data.

(g) BRIEF SUMMARY OF THE INVENTION

The present invention provides a method for forecasting market share for a forecasting business (the
business doing a forecast) that is competing in a business (non-consumer) market, based on ratings of
market participants' levels of market resources as applied to a market. The present invention also provides
a method for forecasting a product/service pricing ratio for a forecasting business, in a business (non-
consumer) market, based on comparing ratings of market receptivity to the products/services of the
forecasting business to ratings of market receptivity to the products/services of the forecasting business'
leading competitor. Accordingly by this method, a forecasted product/service pricing ratio would need to
be used by a forecasting business against its leading competitor in order to achieve its forecasted market
share. The present invention also forecasts market share of the forecasting business' leading competitor and
the combined market share of all other competitors (all competitors exclusive of the forecasting business
and its leading competitor), based on ratings of market participants' levels of resources as applied to a
market.

Users of the present invention would be businesses selling products/services to business markets, that is,
non-consumer markets. Overall, the present invention helps businesspersons, concerned with business

markets, to understand the basis of forecasted market share, as well as forecasted price levels against their leading competitor. Correspondingly, the present invention helps such businesspersons to understand competitive analysis, based on rating resources applied to a market and on rating expected receptivity to the products/services. The present invention also helps to provide an understanding of how resources applied to a market can affect market receptivity to products/services. In conclusion, the present invention helps to reduce the risk of businesspersons wrongly investing in business markets by giving them an understanding of the effects, on market share, of market participants' resource levels, and an understanding of the effects, on market share, of levels of receptivity to market participants' products/services.

(h) BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWING(S)

Not Applicable.

(i) DETAILED DESCRIPTION OF THE INVENTION

(i)1. The present invention is a forecasting method by which a business, hereinafter referred to as a forecasting business (the business doing a forecast), that is selling a product/service to a business (non-consumer) market, can, (1) forecast its market share, as a percent of the total units of currency to be captured in the market, (2) forecast its market share, in units of currency, (3) forecast a product/service pricing ratio, versus its leading competitor, that will be necessary for the forecasting business to use in order to attain its forecasted market share, (4) forecast its leading competitor's market share, as a percent of the total units of currency to be captured in the market, and, (5) forecast the combined market share of all of its other competitors (all competitors except the forecasting business (the business doing a forecast) and its leading competitor, as a percent of the total units of currency to be captured in the market, said method comprising the steps of:

(i)1.(a) defining a forecast period (the selling period for which the business (non-consumer) market is being evaluated)

(i)1.(b) defining the market size: the size of the business (non-consumer) market, in total units of currency (sales in units of currency) to be captured by all market participants combined, during the forecast period (as defined per (i)1.(a) above)

> (i)1.(b)1. defining the portion of (i)1.(b) above that equals an estimate of the first 12 months of the market size (the first 12 months of sales): specifically, the size of the business (non-consumer) market, in total units of currency (sales in units of currency) to be captured by all market participants combined, in the first 12 months of sales

(i)1.(c) for the forecasting business and its leading competitor respectively, providing ratings ranging from .01% to 100%, for each of 6 market resources, as shown below in (i)1.(c)1. through (i)1.(c)6., as per the Respective Rating Guidelines, as also shown below in (i)1.(c)1. through (i)1.(c)6., where the ratings represent the level of market resources estimated to be available at forecast period (sales period) start to pursue the respective business (non-consumer) market, as a percent (to a maximum of 100) of the market

resources estimated to be needed to capture all sales in the first 12 months of sales (sales described by (i)1.(b)1., above), with each of the 6 market resources having an importance weight, as a portion of 1.0000, as also shown below in (i)1.(c)1. through (i)1.(c)6.

(i)1.(c)1. Market Resource (1.) Funds Committed/Available, (importance weight: .9900)

Respective Rating Guidelines for Market Resource (1.):

A rating must be provided, ranging from .01% to 100%, where the rating represents the total number of personnel estimated to be in place to pursue the business (non-consumer) market at forecast period (sales period) start, as a percent (to a maximum of 100) of the total number personnel estimated to be needed to capture all sales in the first 12 months of sales (sales described by (i)1.(b)1., above).

The total number of personnel in place specifically includes:

All paid personnel in place for the product/service at forecast period (sales period) start (all employees and all outsourced personnel), plus all personnel that business partners may be providing free of charge.

(i)1.(c)2. Market Resource (2.) Development Personnel in Place, (importance weight: .0030)

Respective Rating Guidelines for Market Resource (2.):

A rating must be provided, ranging from .01% to 100%, where the rating represents the number of sustaining product/service development personnel estimated to be in place to pursue the business (non-consumer) market at forecast period (sales period) start, as a percent (to a maximum of 100) of the number of sustaining product/service development personnel estimated to be needed to capture all sales in the first 12 months of sales (sales described by (i)1.(b)1., above).

Development personnel specifically include those responsible for:

Directly providing sustaining design, development, and testing to maintain, correct problems with, and improve the particular market's product/service, after forecast period (sales period) start

Directly providing sustaining technical training to internal personnel for the particular market's product/service, after forecast period (sales period) start

(i)1.(c)3. Market Resource (3.) Production/Fulfillment Personnel in Place, (importance weight: .0020)

Respective Rating Guidelines for Market Resource (3.):

A rating must be provided, ranging from .01% to 100%, where the rating represents the number of sustaining production/fulfillment personnel estimated to be in place to pursue the business (non-consumer) market at forecast period (sales period) start, as a percent (to a maximum of 100) of the number of sustaining production/fulfillment personnel estimated to be needed to capture all sales in the first 12 months of sales (sales described by (i)1.(b)1., above).

Production/fulfillment personnel specifically include those responsible for:

The following in regards to the particular market's product, after forecast period (sales period) start...

Directly producing the initial product, warranty related products/parts, and after warranty products/parts

The following in regards to the particular market's service, after forecast period (sales period) start...

Directly providing the initial service, warranty related service, and after warranty service

(i)1.(c)4. Market Resource (4.) Marketing Personnel in Place, (importance weight: .0025)

Respective Rating Guidelines for Market Resource (4.):

A rating must be provided, ranging from .01% to 100%, where the rating represents the number of sustaining marketing personnel estimated to be in place to pursue the business (non-consumer) market at forecast period (sales period) start, as a percent (to a maximum

of 100) of the number of sustaining marketing personnel estimated to be needed to capture all sales in the first 12 months of sales (sales described by (i)1.(b)1., above).

Marketing personnel specifically include those that:

Directly provide sustaining advertising, promotion, public relations, trade show services, market research, and market planning in support of the particular market's product/service, after forecast period (sales period) start

(i)1.(c)5. Market Resource (5.) Sales Personnel in Place, (importance weight: .0015)

Respective Rating Guidelines for Market Resource (5.):

A rating must be provided, ranging from .01% to 100%, where the rating represents the number of sales personnel estimated to be in place to pursue the business (non-consumer) market at forecast period (sales period) start, as a percent (to a maximum of 100) of the number of sales personnel estimated to be needed to capture all sales in the first 12 months of sales (sales described by (i)1.(b)1., above).

Sales personnel specifically include those responsible for:

Directly providing the selling of the particular market's product/service, after forecast period (sales period) start

(i)1.(c)6. Market Resource (6.) Support Personnel in Place, (importance weight: .0010)

Respective Rating Guidelines for Market Resource (6.):

A rating must be provided, ranging from .01% to 100%, where the rating represents the number of support personnel estimated to be in place to pursue the business (non-consumer) market at forecast period (sales period) start, as a percent (to a maximum of 100) of the number of support personnel estimated to be needed to capture all sales in the first 12 months of sales (sales described by (i)1.(b)1., above).

Support personnel specifically include those responsible for:

Directly providing, after forecast period (sales period) start, for the particular market's product/service, the interface between customers and other company personnel responsible for satisfying customers' post-sale requests for warranty and after-warranty service

(i)1.(d) calculating the total strength of market resources for the forecasting business, with the calculation ranging from .01% to 100%, and equaling the total amount resulting from multiplying each rating for the forecasting business that would be provided respectively for the 6 market resources described under (i)1.(c) above, by each respective importance weight provided by this method for the 6 market resources as also

described under (i)1.(c) above

(i)1.(d)1. calculating the total strength of market resources for the forecasting business' leading competitor, with the calculation ranging from .01% to 100%, and equaling the total amount resulting from multiplying each rating for the forecasting business' leading competitor that would be provided respectively for the 6 market resources described under (i)1.(c) above, by each respective importance weight provided by this method for the 6 market resources as also described under (i)1.(c) above

(i)1.(e) for both the forecasting business and its leading competitor, providing ratings, ranging from .01% to 100%, for the 3 market receptivity factors shown below in (i)1.(e)1. through (i)1.(e)3., per the Respective Rating Guidelines as also shown below in (i)1.(e)1. through (i)1.(e)3., where each rating represents a level of market receptivity to the particular market's product/service, out of a maximum level of 100, with each market receptivity factor having an importance weight, as a portion of 1.0000, as also shown below in (i)1.(e)1. through (i)1.(e)3.

Market Receptivity Factors to be Rated (for the forecasting business and its leading competitor respectively):

(i)1.(e)1. Market Receptivity Factor (1.) Confidence Level (For Stability), (importance weight: .2970)

Respective Rating Guidelines for Market Receptivity Factor (1.):

A rating must be provided, ranging from .01% to 100%, where the rating represents an estimate of what prospective purchasers average confidence level will be in the stability (financial, ethical, political) of the business to perform as expected during the first 12 months of the market size (sales described by (i)1.(b)1., above).

If the business' product/service is expected to be LESS THAN SATISFACTORY, or its product/service is expected to have meaningless name recognition, then the business may only receive a confidence level rating of .01%. Otherwise, see (i)1.(e)1.a., below.

(i)1.(e)1.a If a business has ANY of the 6 Market Resources, per (c) above, rated at:	Then the respective business may receive a MAXIMUM Confidence Level Rating of:
Less than 3.75%	79%

(i)1.(e)2. Market Receptivity Factor (2.) Match to Market Needs (purchasers'/decision makers' receptivity to the product/service), (importance weight: .6930)

Respective Rating Guidelines for Market Receptivity Factor (2.)

This Market Receptivity Factor must be rated according to whether or not the market is a Non-Displacement Market, or a Displacement Market, each of which is defined below.

Match to Market Needs For Non-Displacement Markets:

NON-DISPLACEMENT MARKETS DEFINED

By this method, in a Non-Displacement Market, AT LEAST ONE of the following must be true. IF NOT, by this method, the market MUST be assessed as a Displacement Market, as defined below, also under this section, (i)1.(e)2.

1) To make a sale, a business would NOT need to displace another business' product/service that is already in use at a prospective customer's site.

2) In spite of needing to displace another business' product/service in order to make a sale, the displacing business' product/service would NOT require customers to incur significant start-up expenses and/or interruption costs, that would NOT ALSO be required by the other (in use) product/service.

3) In spite of the forecasting business needing to displace another business' product/service in order to make a sale, the business targeted for such displacement is NOT the forecasting business' leading competitor.

For a Non-Displacement Market, a rating must be provided, ranging from .01% to 100%, according to Rating Guide (i)1.(e)2.a., below, where the rating represents an estimate of what the average level of purchasers'/decision makers' receptivity to the offered product/service will be during the first 12 months of the market size (sales described by (i)1.(b)1., above). Pricing should not be considered when rating purchasers'/decision makers' receptivity.

Rating Guide (i)1.(e)2.a.: For rating both businesses in a Non-Displacement Market:	Receptivity Rating %/Range %:
A. For a LESS THAN SATISFACTORY product/service (If any item on the Product/Service Checklist, at (i)1.(e)2.a.1. below, is expected to be unacceptable, then the rating/range immediately to the right is required.)	.01
B. For a SATISFACTORY TO BETTER THAN SATISFACTORY product/service	70-85, also see (i)1.(e)2.b., below
C. For a GOOD TO EXCEPTIONAL product/service	86 - 100, also see (i)1.(e)2.b., below

(i)1.(e)2.a.1. Product/Service Checklist: Attributes of the deliverable, benefits of the deliverable, experience, record of performance, availability, impact of implementation, company follow-through, warranty, support, other services important to prospective purchasers/decision makers

(i)1.(e)2.b.: If a business has been rated at a Confidence Level of:	Then REDUCE the product/service rating you were planning to give to the respective business by:
90 to 94	5%
85 to 89	15%
80 to 84	30%
70 to 79	50%
60 to 69	60%
50 to 59	70%
40 to 49	80%
30 to 39	90%
20 to 29	95%
10 to 99	97%
1 to 9	99%

Match to Market Needs For Displacement Markets:

DISPLACEMENT MARKETS DEFINED

By this method, in a Displacement Market, ALL THREE of the following must be true. IF NOT, by this method, the market MUST be assessed as a Non-Displacement Market, as defined above, also under this section, (i)1.(e)2.

1) To make a sale, a business WOULD need to displace another business' product/service that is already in use at a prospective customer's site.

2) The displacing business' product/service WOULD require customers to incur significant start-up expenses and/or interruption costs, that WOULD NOT be required by the other (in use) product/service.

3) The business targeted for such displacement by the forecasting business MUST be considered by the forecasting business to be its leading competitor and that leading competitor MUST be rated as such by this method.

For a Displacement Market, a rating must be provided, ranging from .01% to 100%, according to Rating Guide (i)1.(e)2.c., below, where the rating represents an estimate of what the average level of purchasers'/decision makers' receptivity to the offered product/service will be during the first 12 months of the market size (sales described by (i)1.(b)1., above). Pricing should not be considered when

rating purchasers'/decision makers' receptivity.

Rating Guide (i)1.(e)2.c.: For rating both businesses in a Displacement Market:	Receptivity Rating %/Range %:
A. For a LESS THAN SATISFACTORY product/service (If any item on the Product/Service Checklist, at (i)1.(e)2.c.1. below, is expected to be unacceptable, then the rating/range immediately to the right is required.)	For the In-Place Business: A Maximum Rating of .03, also see (i)1.(e)2.d., below For the Displacing Business: .01
B. For a SATISFACTORY TO BETTER THAN SATISFACTORY product/service	For the In-Place Business: 70 - 85, also see (i)1.(e)2.d., below For the Displacing Business: see (i)1.(e)2.e., below
C. For a GOOD TO EXCEPTIONAL product/service	For the In-Place Business: 86 – 100, also see (i)1.(e)2.d., below For the Displacing Business: see (i)1.(e)2.e., below

(i)1.(e)2.c.1. Product/Service Checklist: Attributes of the deliverable, benefits of the deliverable, experience, record of performance, availability, impact of implementation, company follow-through, warranty, support, other services important to prospective purchasers/decision makers

(i)1.(e)2.d.: For the In-Place Business... If a Business Has Been Rated at a Confidence Level of:	Then REDUCE the Product/Service Rating You Were Planning to Give to the Respective Business by:
90 to 94	5%
85 to 89	15%
80 to 84	30%
70 to 79	50%
60 to 69	60%
50 to 59	70%
40 to 49	80%
30 to 39	90%
20 to 29	95%
10 to 99	97%
1 to 9	99%

(i)1.(e)2.e.: For the Displacing Business … If the Displacing Business' Confidence Level % is:	Then the MAXIMUM rating (%) the Displacing Business may receive for an EXCEPTIONAL Product/Service is:
49 or less AND the In-Place Business' is 90 to 100	1, also see (i)1.(e)2.f., below
49 or less AND the In-Place Business' is 85 to 89	3, also see (i)1.(e)2.f., below
49 or less AND the In-Place Business' is 80 to 84	6, also see (i)1.(e)2.f., below
49 or less AND the In-Place Business' is 70 to 79	10, also see (i)1.(e)2.f., below
49 or less AND the In-Place Business' is 60 to 69	16, also see (i)1.(e)2.f., below
49 or less AND the In-Place Business' is 50 to 59	24, also see (i)1.(e)2.f., below
49 or less AND the In-Place Business' is 49 or less	35, also see (i)1.(e)2.f., below
50 to 59 AND the In-Place Business' is 90 to 100	3, also see (i)1.(e)2.f., below
50 to 59 AND the In-Place Business' is 85 to 89	6, also see (i)1.(e)2.f., below
50 to 59 AND the In-Place Business' is 80 to 84	10, also see (i)1.(e)2.f., below
50 to 59 AND the In-Place Business' is 70 to 79	16, also see (i)1.(e)2.f., below
50 to 59 AND the In-Place Business' is 60 to 69	24, also see(i)1.(e)2.f., below
50 to 59 AND the In-Place Business' is 50 to 59	35, also see(i)1.(e)2.f., below
50 to 59 AND the In-Place Business' is 49 or less	50, also see (i)1.(e)2.f., below
60 to 69 AND the In-Place Business' is 90 to 100	6, also see (i)1.(e)2.f., below

60 to 69 AND the In-Place Business' is 85 to 89	10, also see (i)1.(e)2.f., below
60 to 69 AND the In-Place Business' is 80 to 84	16, also see (i)1.(e)2.f., below
60 to 69 AND the In-Place Business' is 70 to 79	24, also see (i)1.(e)2.f., below
60 to 69 AND the In-Place Business' is 60 to 69	35, also see (i)1.(e)2.f., below
60 to 69 AND the In-Place Business' is 50 to 59	50, also see (i)1.(e)2.f., below
60 to 69 AND the In-Place Business' is 49 or less	70, also see (i)1.(e)2.f., below
70 to 79 AND the In-Place Business' is 90 to 100	10, also see (i)1.(e)2.f., below
70 to 79 AND the In-Place Business' is 85 to 89	16, also see (i)1.(e)2.f., below
70 to 79 AND the In-Place Business' is 80 to 84	24, also see (i)1.(e)2.f., below
70 to 79 AND the In-Place Business' is 70 to 79	35, also see(i)1.(e)2.f., below
70 to 79 AND the In-Place Business' is 60 to 69	50, also see(i)1.(e)2.f., below
70 to 79 AND the In-Place Business' is 50 to 59	70, also see (i)1.(e)2.f., below
70 to 79 AND the In-Place Business' is 49 or less	95, also see (e)2.f., below
80 to 84 AND the In-Place Business' is 90 to 100 80 to 84 AND the In-Place Business' is 85 to 89	16, also see (i)1.(e)2.f., below 24, also see (i)1.(e)2.f., below
80 to 84 AND the In-Place Business' is 80 to 84	35, also see (i)1.(e)2.f., below
80 to 84 AND the In-Place Business' is 70 to 79	50 also see (i)1.(e)2.f., below

80 to 84 AND the In-Place Business' is 60 to 69	70, also see (i)1.(e)2.f., below
80 to 84 AND the In-Place Business' is 50 to 59	95, also see (i)1.(e)2.f., below
80 to 84 AND the In-Place Business' is 49 or less	97, also see (i)1.(e)2.f., below
85 to 89 AND the In-Place Business' is 90 to 100	24, also see (i)1.(e)2.f., below
85 to 89 AND the In-Place Business' is 85 to 89	35, also see (i)1.(e)2.f., below
85 to 89 AND the In-Place Business' is 80 to 84	50, also see (i)1.(e)2.f., below
85 to 89 AND the In-Place Business' is 70 to 79	70, also see (i)1.(e)2.f., below
85 to 89 AND the In-Place Business' is 60 to 69	95, also see (i)1.(e)2.f., below
85 to 89 AND the In-Place Business' is 50 to 59	97, also see (i)1.(e)2.f., below
85 to 89 AND the In-Place Business' is 49 or less	99, also see (i)1.(e)2.f., below
90 to 100 AND the In-Place Business' is 90 to 100	35, also see (i)1.(e)2.f., below
90 to 100 AND the In-Place Business' is 85 to 89	50, also see(i)1.(e)2.f., below
90 to 100 AND the In-Place Business' is 80 to 84	70, also see(i)1.(e)2.f., below
90 to 100 AND the In-Place Business' is 70 to 79 90 to 100 AND the In-Place Business' is 60 to 69	95, also see (i)1.(e)2.f., below 97, also see (i)1.(e)2.f., below
90 to 100 AND the In-Place Business' is 50 to 59	99, also see (i)1.(e)2.f., below
90 to 100 AND the In-Place Business' is 49 or less	100, also see (i)1.(e)2.f., below

(i)1.(e)2.f. A proportionately lower rating, than the EXCEPTIONAL rating listed in (i)1.(e)2.e. above, must be given if the product/service is less than EXCEPTIONAL.

(i)1.(e)3.Market Receptivity Factor (3.) Name Recognition, (importance weight: .0100)

Respective Rating Guidelines for Market Receptivity Factor (3.):

A rating must be provided, ranging from .01% to 100%, where the rating represents an estimate of what the average level of prospective purchasers name recognition (awareness) will be of a business' product/service during the first 12 months of the market size (sales described by (i)1.(b)1., above). If a business' product/service is expected to be LESS THAN SATISFACTORY, then the business may only receive a name recognition rating of .01%. Otherwise, see (i)1.(e)3.a., below.

(i)1.(e)3.a.: If a business has been rated at a Confidence Level of:	Then REDUCE the Name Recognition rating you were planning to give to the respective business by:
90 to 94	5%
85 to 89	15%
80 to 84	30%
70 to 79	50%
60 to 69	60%
50 to 59	70%
40 to 49	80%
30 to 39	90%
20 to 29	95%
10 to 99	97%
1 to 9	99%

(i)1.(f) calculating total market receptivity, a forecasting business (the business doing a forecast), with the calculation ranging from .01 to 100, and equaling the total amount that would result from multiplying each respective rating that would be provided for a forecasting business (the business doing a forecast) for the 3 market receptivity factors described under (i)1.(e) above, by each respective importance weight, provided by this method under (i)1.(e) above

(i)1.(f)1. calculating total market receptivity, for a forecasting business' leading competitor, with the calculation ranging from .01 to 100, and equaling the total amount that would result from multiplying each respective rating that would be provided for a forecasting business' leading competitor for the 3 market receptivity factors described under (i)1.(e) above, by each respective importance weight, provided by this method under (i)1.(e) above

(i)1.(g) providing data, as per (i)1.(g)1. through (i)1.(g)3.a. immediately below, regarding all other competitors (all competitors except the forecasting business and its leading competitor) that are trying

to capture a share of the particular business (non-consumer) market:

(i)1.(g)1. providing a number representing the number of other competitors that are trying to capture a share of the business (non-consumer) market during the forecast period, that will have from 91% to 100% of the total strength of market resources at forecast period (sales period) start, as compared to the forecasting business' leading competitor's total strength of market resources (calculated according to section (i)1.(d)1. above), where for such other competitors having a total strength of market resources in this comparative range of 91% to 100%, this method uses a decimal rate of .955 as the average rate of total strength of market resources

(i)1.(g)2. providing a number representing the number of other competitors that are trying to capture a share of the business (non-consumer) market during the forecast period, that will have from 81% to 90% of the total strength of market resources at forecast period (sales period) start, as compared to the forecasting business' leading competitor's total strength of market resources (calculated according to section (i)1.(d)1. above), where for such other competitors having a total strength of market resources in this comparative range of 81% to 90%, this method uses a decimal rate of .855 as the average rate of total strength of market resources

(i)1.(g)3. providing a number representing the number of all other competitors (all competitors excluding a forecasting business (the business doing a forecast), the forecasting business' leading competitor, and competitors defined in (i)1.(g)1. and (i)1.(g)2., above) that are trying to capture a share of the business (non-consumer) market during the forecast period

(i)1.(g)3.a. providing an estimate of the average percent, ranging from .01% to 80%, that represents the average total strength of market resources that the number of other competitors, as would be provided as described by (i)1.(g)3., immediately above, will have in place for the market at forecast period (sales period) start, as compared to the forecasting business' leading competitor's total strength of market resources (calculated according to section (i)1.(d)1. above), where for such other competitors having a total strength of market resources in this comparative range of 01% to 80%, when using this method the average rate of total strength of market resources must be provided as a decimal rate, ranging from .01 to .80

(i)1.(h) calculating the total strength of market resources for all other competitors (all competitors excluding the forecasting business and its leading competitor) that are trying to capture a share of the business (non-consumer) market for the forecast period, where the calculation equals:

the number of other competitors as would be provided in (i)1.(g)1. above, multiplied by the average total strength of market resources percentage, .955, provided by this method in (i)1.(g)1. above, multiplied by the total strength of market resources for the forecasting business' leading competitor, as would be determined according to (i)1.(d)1. above,

plus, the number of other competitors as would be provided in (i)1.(g)2. above, multiplied by the average

total strength of market resources percentage, .855, provided by this method in (i)1.(g)2. above, multiplied by the total strength of market resources for the forecasting business' leading competitor, as would be determined according to (i)1.((d)1. above,

plus, the number of other competitors as would be provided in (i)1.(g)3. above, multiplied by the average total strength of market resources percentage, as would be provided as described in (i)1.(g)3.a. above, multiplied by the total strength of market resources for the forecasting business' leading competitor, as would be determined according to (i)1.(d)1. above

(i)1.(i) calculating the total strength of market resources for all competitors combined (a forecasting business (the business doing a forecast), its leading competitor, and other competitors that are trying to capture a share of the business (non-consumer) market for the forecast period), such calculation equaling the total of (i)1.(d) above, plus (i)1.(d)1. above, plus (i)1.(h) above

(i)1.(j) generating forecasted market share in terms of:

(i)1.(j)1. the percent of the total units of currency (that is total units of currency that would be provided as per a market size described at (i)1.(b) above) that are to be captured by a forecasting business (the business doing a forecast) in a business (non-consumer) market, based on:

dividing the total strength of market resources for a forecasting business (the business doing a forecast), as would be provided according to (i)1.(d) above, by the total strength of market resources for all competitors combined, as would be provided according to (i)1.(i) above

(i)1.(j)2. the units of currency, that would be included in a market size that would be provided according to (i)1.(b) above, that are to be captured during a forecast period as described at (i)1.(a) above, by a forecasting business (the business doing a forecast) in a business (non-consumer) market, based on:

multiplying a market size, as would be provided according to (i)1.(b) above, by the result of (i)1.(j)1. immediately above

(i)1.(j)3. a product/service pricing ratio, versus its leading competitor's price, that would be necessary for a forecasting business (the business doing a forecast) to use in order to attain its forecasted market share (as described in claims (i)1.(j)1. and (i)1.(j)2.), based on:

dividing total market receptivity for a forecasting business (the business doing a forecast), as would be provided according to (i)1.(f) above, by total market receptivity for its leading competitor, as would be provided according to (i)1.(f)1. above

(i)1.(j)4. the percent of the total units of currency that would be provided as per the market size that would be provided according to (i)1.(b) above, for a forecast period as would be provided according to (i)1.(a) above, that are to be captured by a forecasting business' leading competitor in a business (non-consumer) market, based on:

dividing the total strength of market resources for the forecasting business' leading competitor, as would be provided according to (i)1.((d)1. above, by the total strength of market resources for all competitors combined, as would be provided according to (i)1.(i) above

(i)1.(j)5. the percent of the total units of currency that would be provided as per the market size that would be provided according to (i)1.(b) above, for a forecast period as would be provided according to (i)1.(a) above, that are to be captured by all other competitors (competitors exclusive of the forecasting business (the business doing a forecast) and its leading competitor), in a business (non-consumer) market, based on:

dividing the total strength of market resources for all other competitors, as would be provided according to (i)1.(h) above, by the total strength of market resources for all competitors combined, as would be provided according to (i)1.(i) above.